

117) Newdale Blvd - advised by C.E.H. for well-received 8:00 a.m. meeting.

Elmira 713 - new info req'd to day.
7. - (Proposed store in K.G.C. C.A.T.)

L.S.C. (cont) 4/15/53 (a) - 9:20 - 4/115.

118) Plymouth, Mich. (C.E.H.)

Candy case. - 8X -

119) for other stores - costs

(Middle Wis) (suburb, N. of Milwaukee) - new (J.C. Penney)

White Fish Bay, Milwaukee, Wis. - new (J.C. Penney) 8 miles from downtown Milwaukee

Est. sales - 4450 M (7.5 K. + 2250)

" prof. - 76.452 (5.87%)

Constr. cost \$159,500.

86' x 160' - owners job. - 25 stools ft. & kitchen

Rent was \$22,000 min. plus 5% of sales over 440 M

- 1440' of front. - sales per ft. - 313.

now reduced to 20,000.

Office & girls store, on 1st fl. - 2nd fl. other - no base.
Eq. requirements for "K" work.

This spot is highly recommended by C.E.H. (Note)

Drug store is confined to 7500'.

Market act to be permitted to sell variety store under
Cannall market has signed.

Voted to go into this. (E. H. O. + H. didn't like the
"high" min. rent (\$20 M)).

Keep the cost down; have a 30-stool ft.
w/ equipment for 20 stools.